

MEGAN LONG

BA FASHION DESIGN

PORTFOLIO



ARE WE THERE YET?

IN CELEBRATION OF MY HOMETOWN
AND MY FAMILIES TOND MEMORIES
OF THE COAST, ARE WE THERE YET
EXPLORES WHY THE BRITISH
SEASIDE HOLIDAY BECAME A
POPULAR FORM OF ESCAPISM.

W
O
R
L
D



The tendency
to seek distraction
and relief from
unpleasant realities



The Bridle beach day blues the
age dynamic theme you & it be
you'll be found building sand
castles and paddling

are from

OH I DO LIKE TO BE
BESIDE THE SCANDIES!



Bridlington
was the annual
holiday destination
for my nan and family
for years until they
decided to perambulate
more over

Miss M G
Bridlington
26 Lane Road
YO16 4ST



BRACING THE COLD



Birds glide over the
the evolution is near

THE SEA BREEZE
WILL HELP YOU
SLEEP

Nothing at all
you end up not dried
on the beach
budding between wearing
your swimsuit and
having your coat in
to shelter from
the wind and rain

The expectation of a beach holiday compared to the reality

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GALE

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Studies show that being by
the sea is beneficial for
your well being



LOBSTER CAPITAL



Growing up with the
sea on my doorstep,
I took it for granted
leaving for Uni
allowed me to
take a step back
and appreciate
how lucky I was
to have easy
access to the
beach



RELAXATION



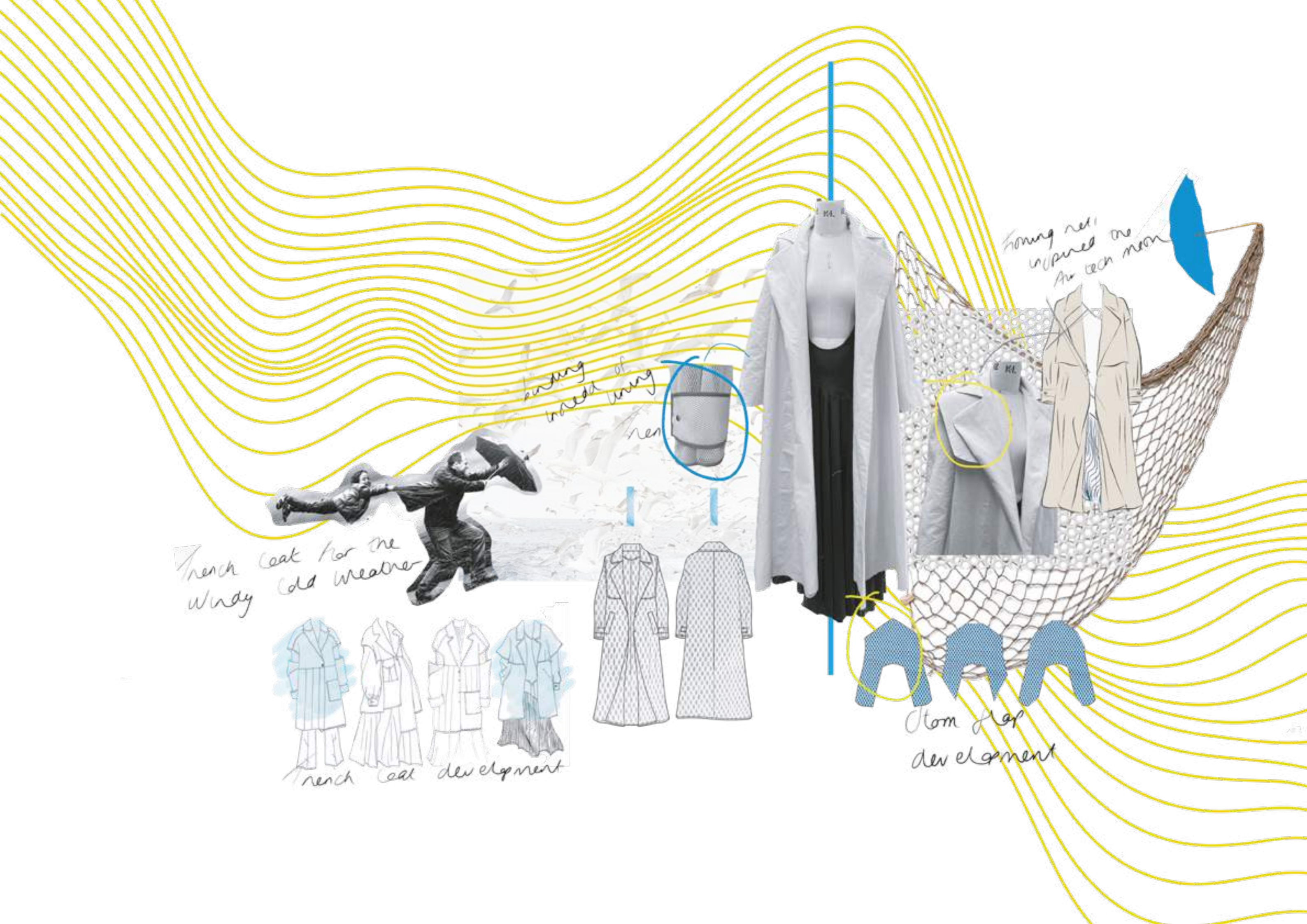
FREE YOUR MIND

JOYLAND
GAME COUPON
GOOD FOR
5 Points
23897245



Brother at the
you getting undressed
come to only put
a coat over the
top





Trench coat for the Windy Cold weather



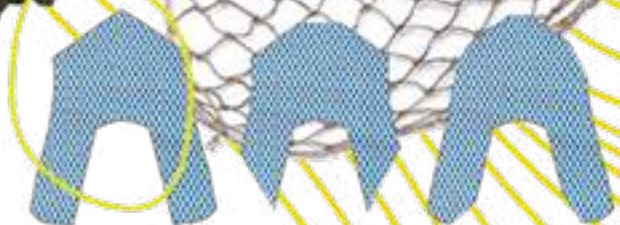
trench coat development

bundling of lining net

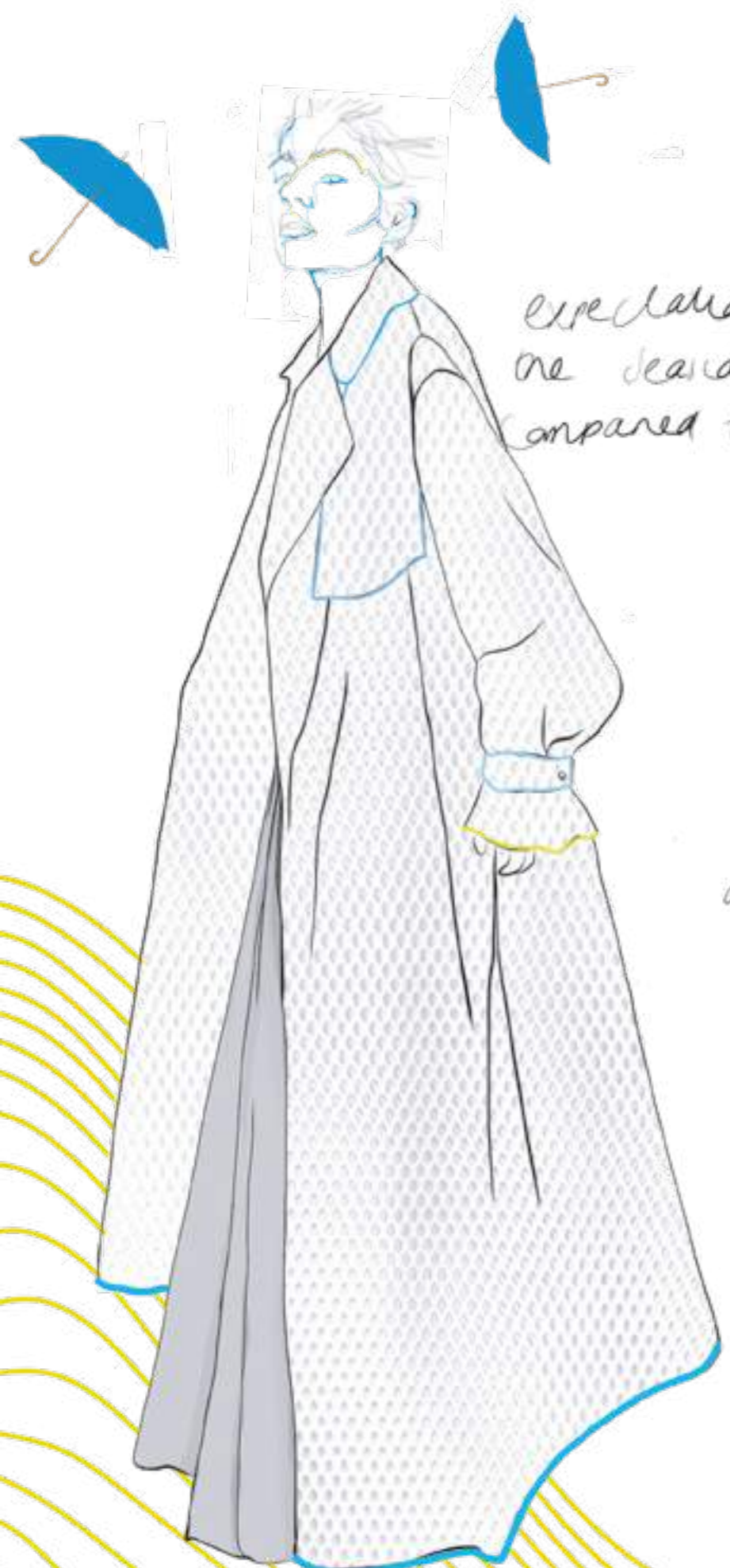


Fishing net inspired me for each piece

Atom leg development



Atom leg development



expectations of
the decade holiday
compared to reality

final line up
development and
selection



Fitted bodysuit
inspired by wet suit

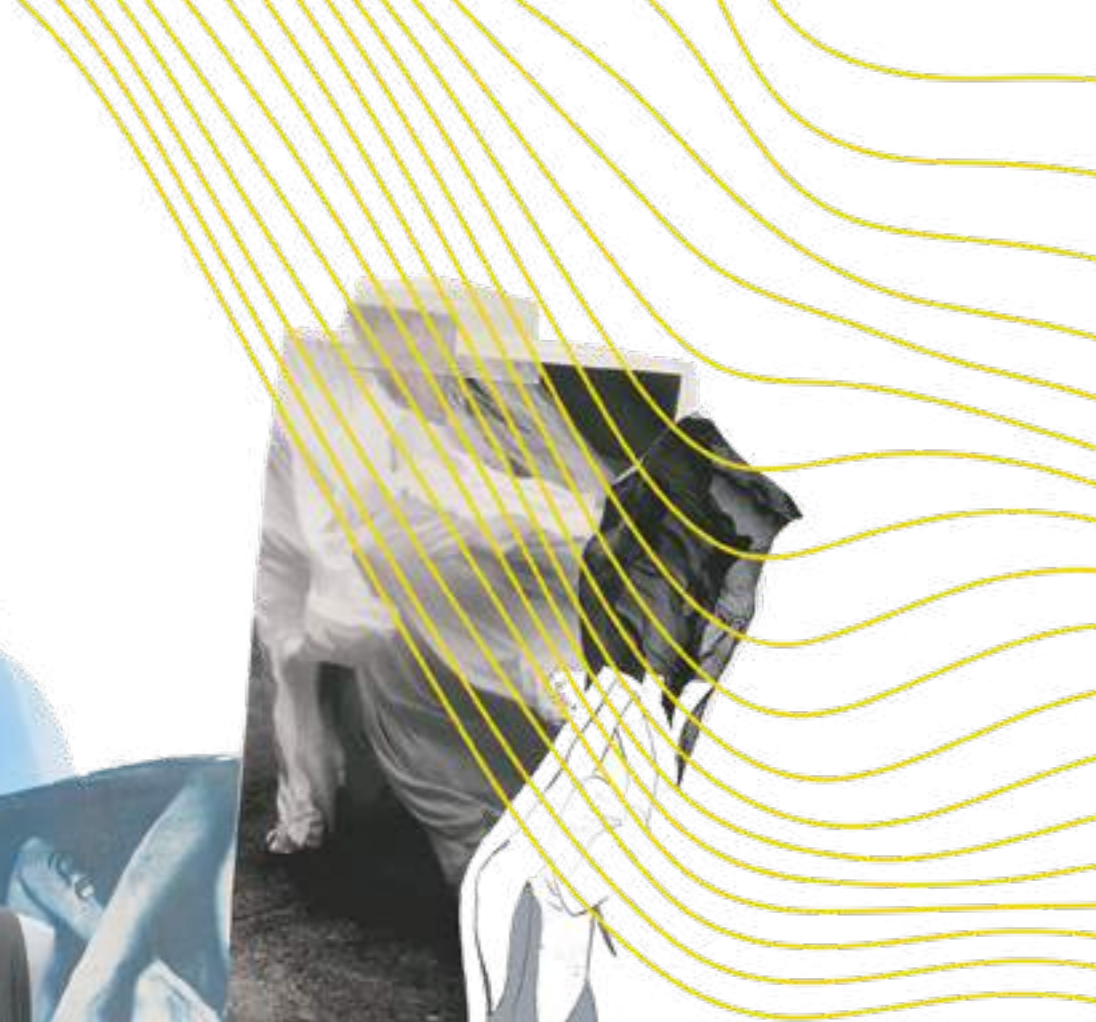


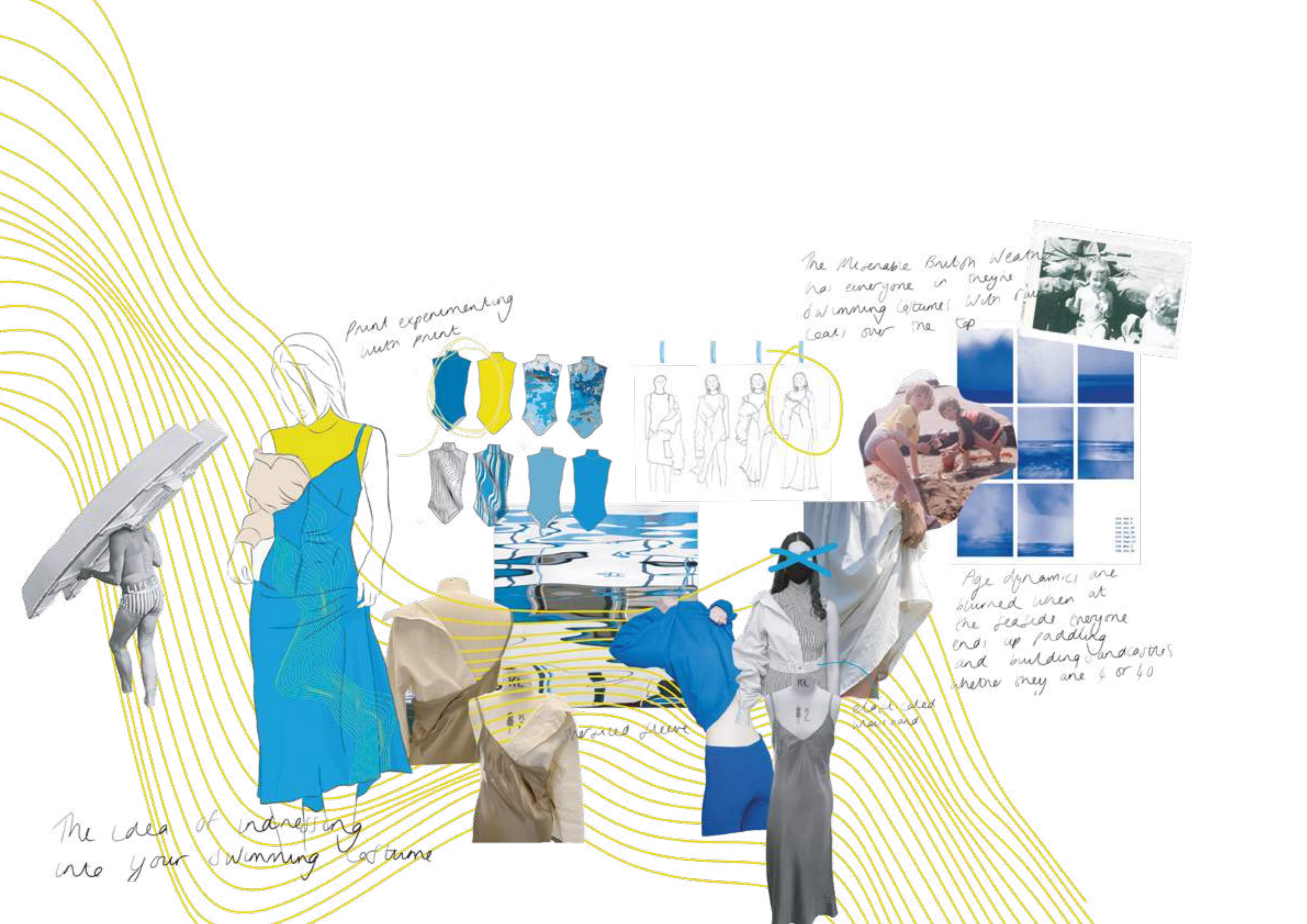
Mesh bodysuit
acting as sheer
swimwear



U-shaped neck to display
bodysuit

Gathered asymmetrical
waist band





Print experimenting with print

The Miserable British Weather has everyone in their swimming costumes with rain coats over the top



The idea of addressing into your swimming costume

Age dynamics are blurred when at the seaside everyone ends up paddling and building sandcastles where they are 4 or 40

The actual piece

A lot of dead weight and

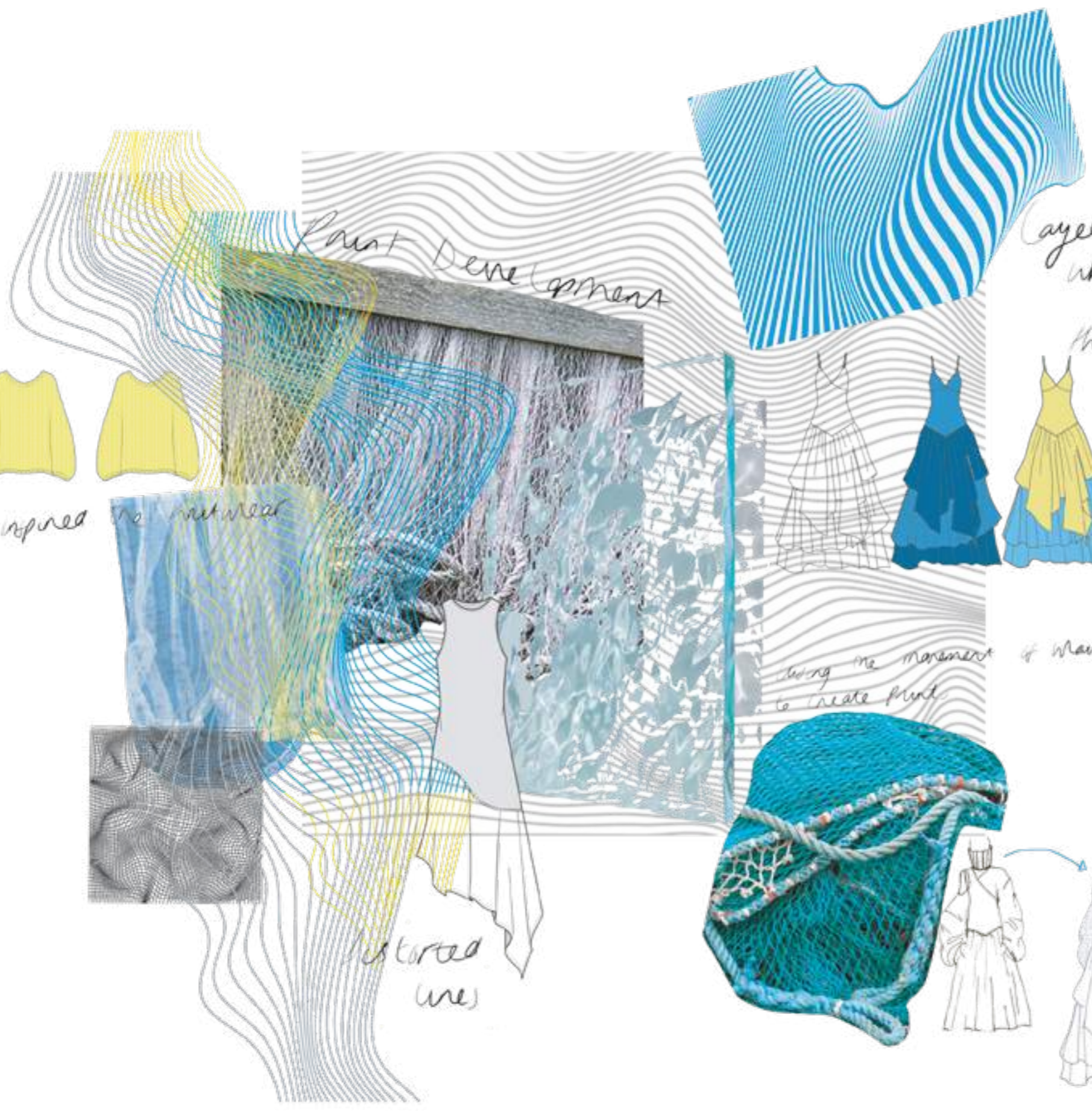
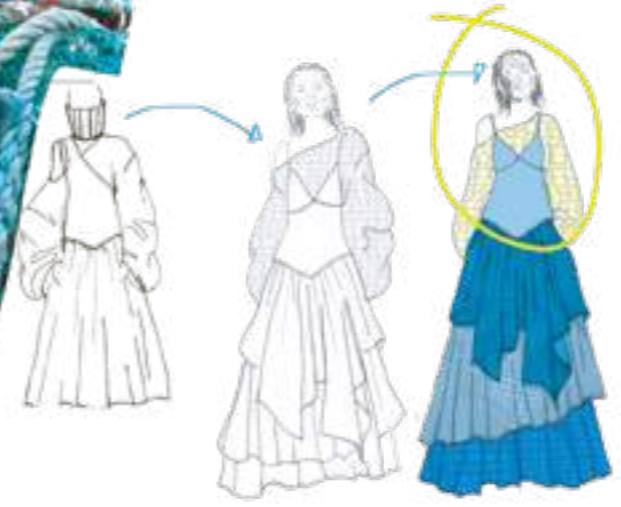
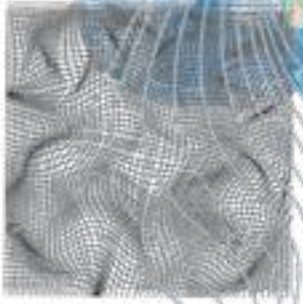
Print Developments

Layered flowing areas
which also captures
and enhances the
theme of the print

fish net inspired the printwear

Using the movement of waves
to create print

distorted
lines



LOOK 1



A. IVORY, LAMINATED TECH MESH TRENCH COAT WITH A DETATCHABLE STORM FLAP. ALL INSIDE SEAMS BINDED WITH YELLOW OR VARIETY OF BLUE BIAS BINDING. WELT POCKETS AND PRESS FASTENINGS.

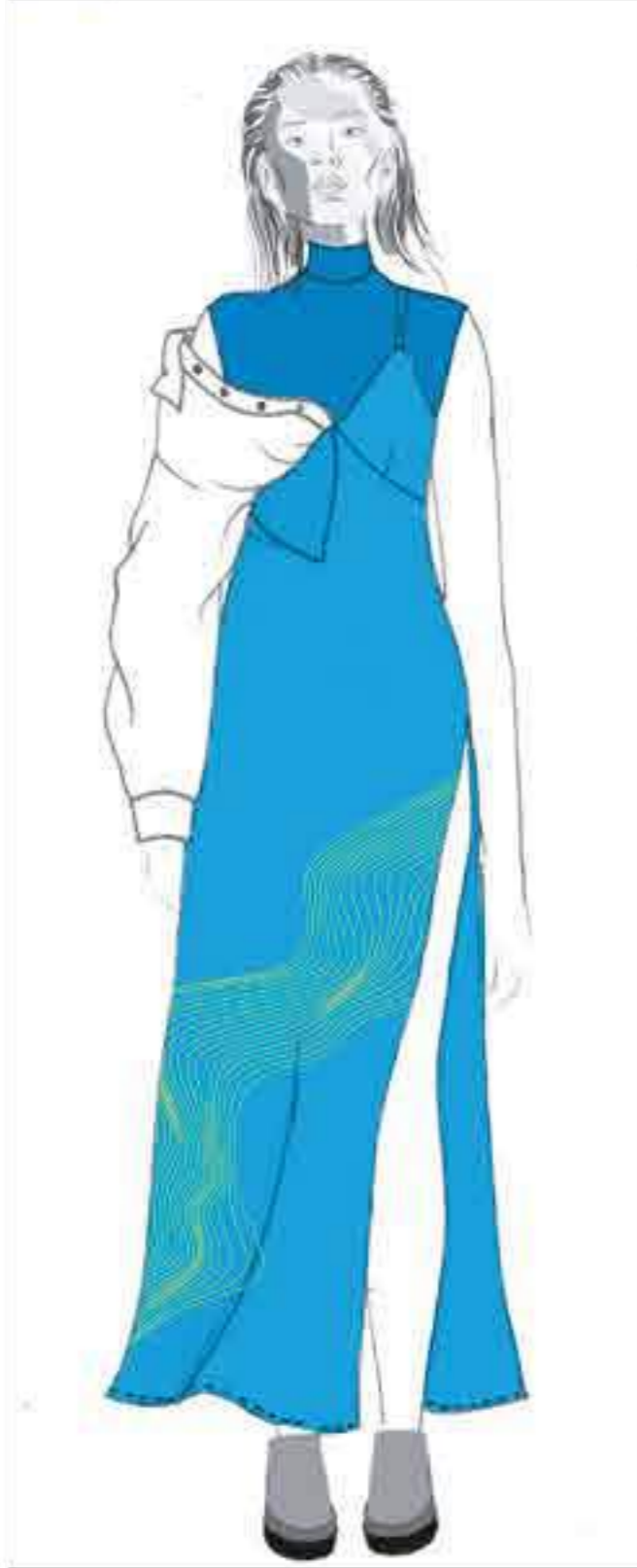
B. GREY SCOOPED NECK DRESS. SCUBA JERSEY BODICE WITH A SLINKY JERSEY SKIRT. THE SLINKY JERSEY ALSO LINES THE BODICE. AN ASSYMETRICAL WAIST FROM THE HIP.

C. TURQUOISE POWER MESH LONG SLEEVED BODY SUIT WITH AN INVISIBLE SIP RUNNING FROM THE NECK TO MID BACK.



ARE WE THERE YET?

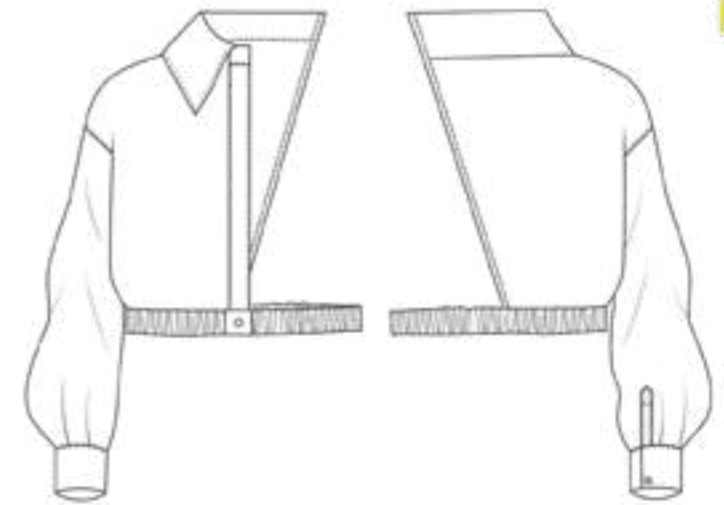
LOOK 2



A. BLUE SATIN SLIP DRESS WITH AN ACID YELLOW PRINT INSPIRED BY THE PATTERN OF WAVE MOVEMENT AND ILLUSION. A HIGH SIDE SPLIT ON THE LEFT AND THE STRAP STYLED DOWN ON THE RIGHT.



B. WHITE OVERSIZED ASSYMTERICAL SHIRT IN COTTON POPLIN. ELASTICATED WAIST BAND WITH SILVER PRESS FASTENER.



C. BLUE POWER MESH BODYSUIT WITH INVISIBLE ZIP RUNNING FROM THE NECK TO THE MID BACK.



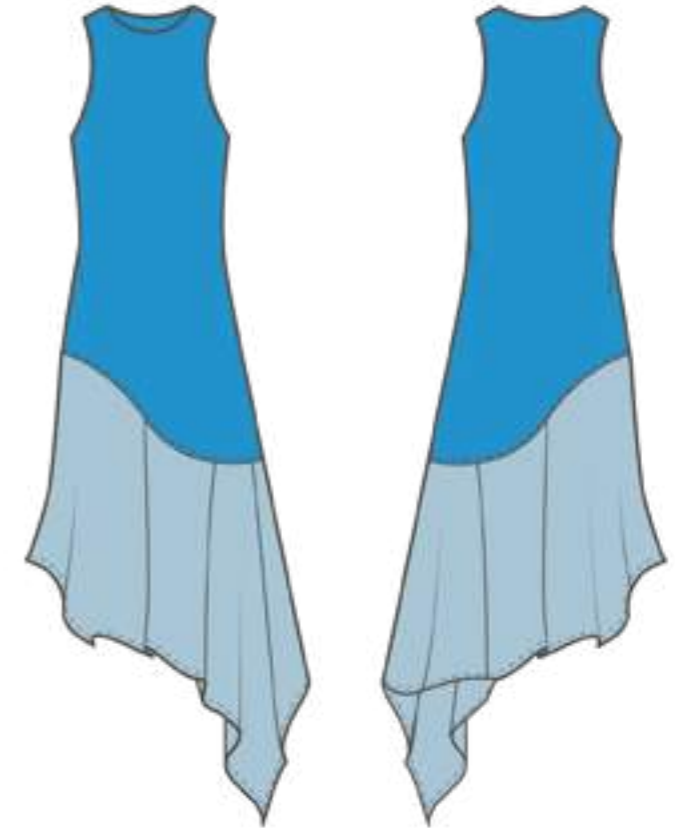
ARE WE THERE YET?

LOOK 3



A. BLUE MESH DRESS
WITH GREY/BLUE
ASSYMETRICAL JERSEY SKIRT.

A.



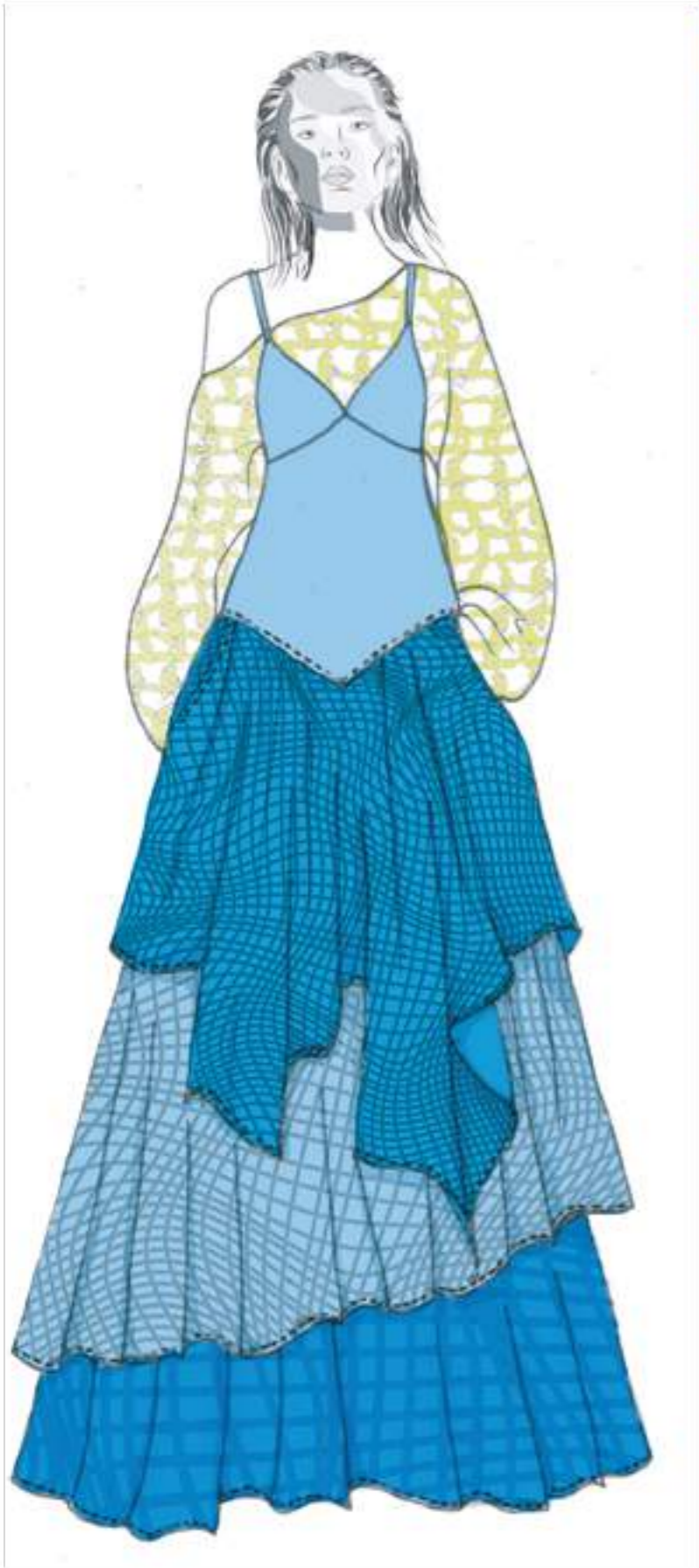
B. ONE SHOULDED MID BLUE
SWIMSUIT WITH ACID YELLOW,
BLUE AND GREY PRINT
INSPIRED BY THE PATTERN AND
MOVEMENT OF WAVES.

B.



ARE WE THERE YET?

LOOK 4



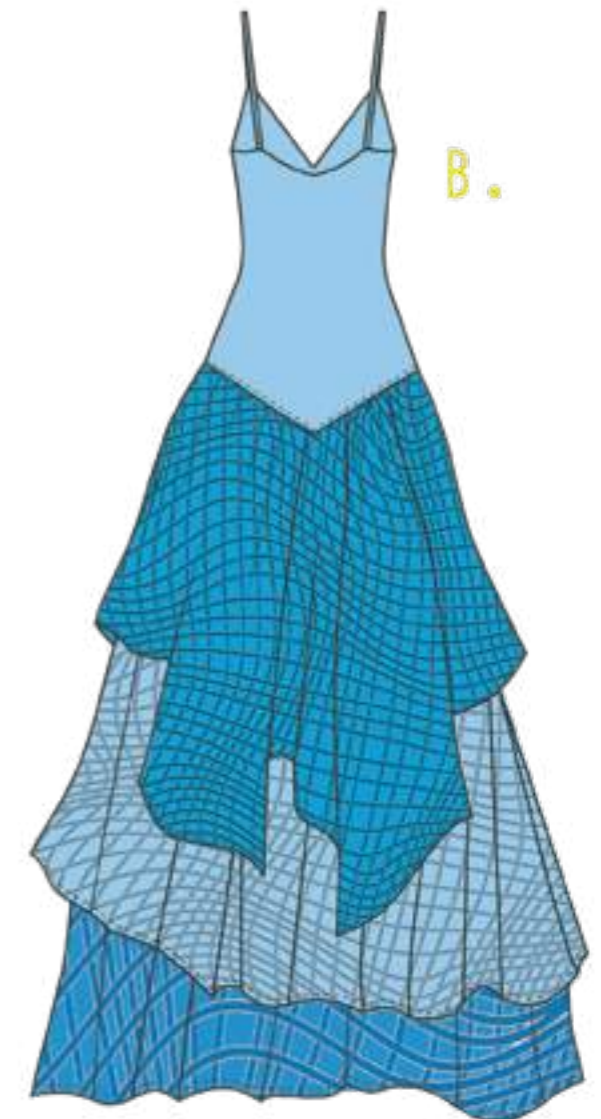
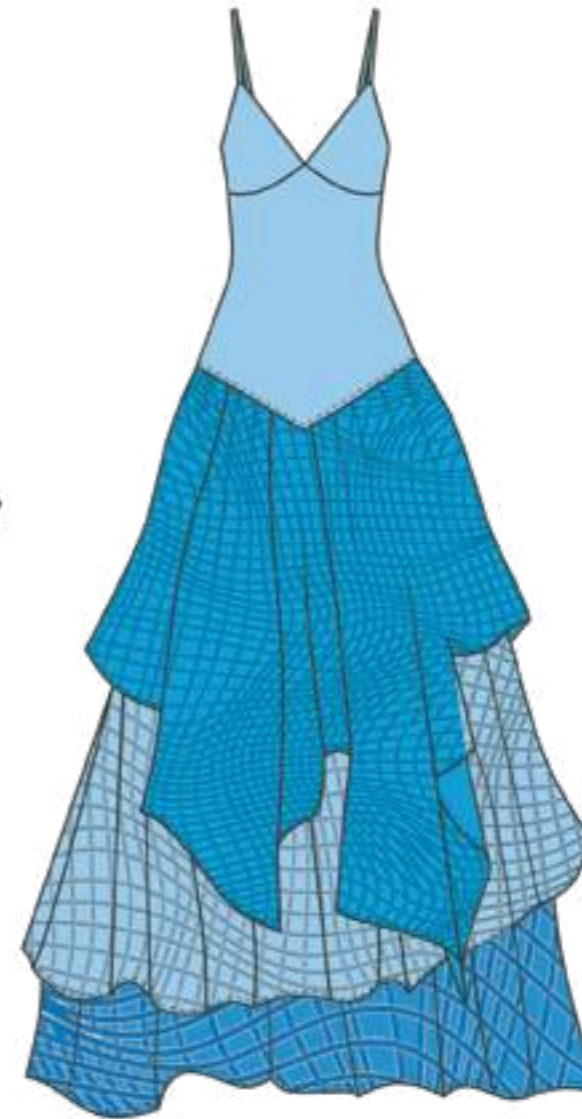
A.
OVERSIZED KNITTED
FISHNET JUMPER
IN AN ACID YELLOW

B.
THREE TIERED, SLINKY JERSEY
DRESS WITH A LIGHT BLUE
SWIMSUIT INSPIRED BODICE.
A LAYERED AND DEVELOPED
VERSION OF MY WAVE
PRINT HAS BEEN USED
IN A VARIETY OF SIZES
AND COLOURS ON EACH
TIER.

A.

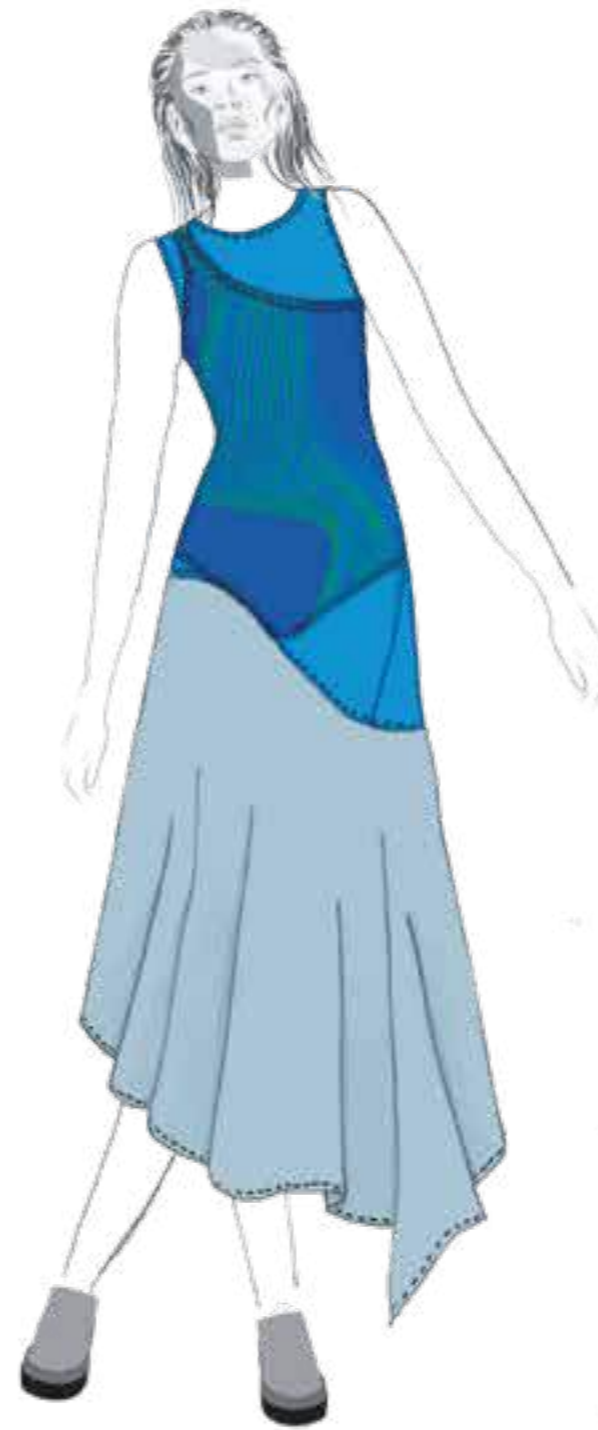
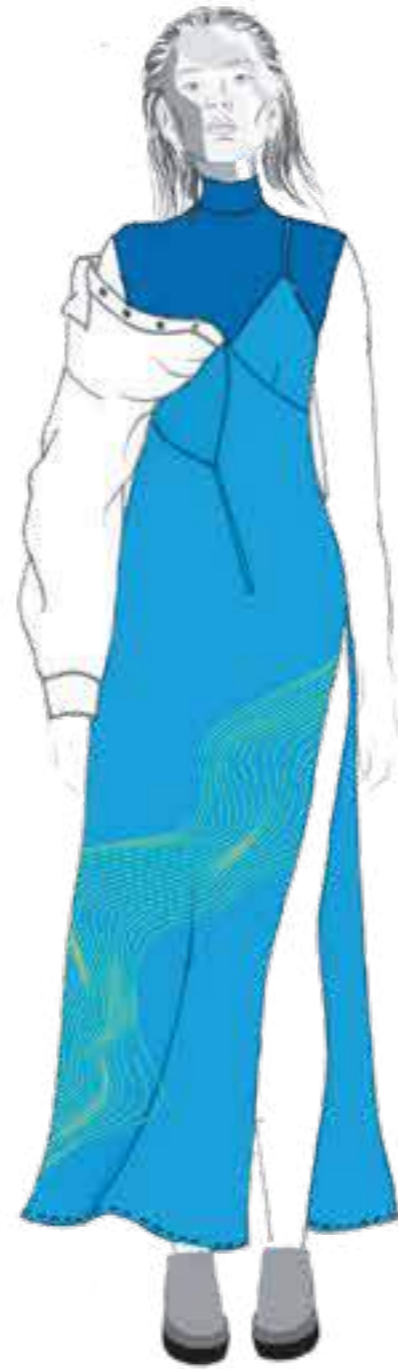


B.



ARE WE THERE YET?

FINAL LINE UP



ARE WE THERE YET?

HOME AWAY FROM HOME



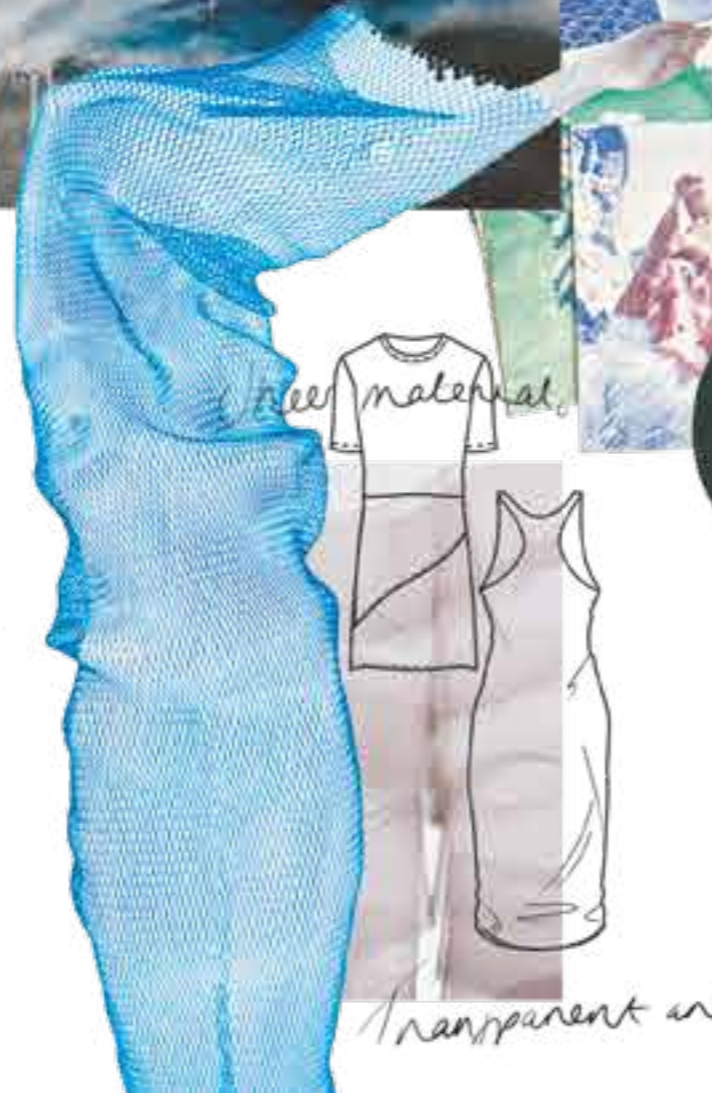
MEGAN LONG

READY TO WEAR . RESORT COLLECTION . SPRING/SUMMER 2021

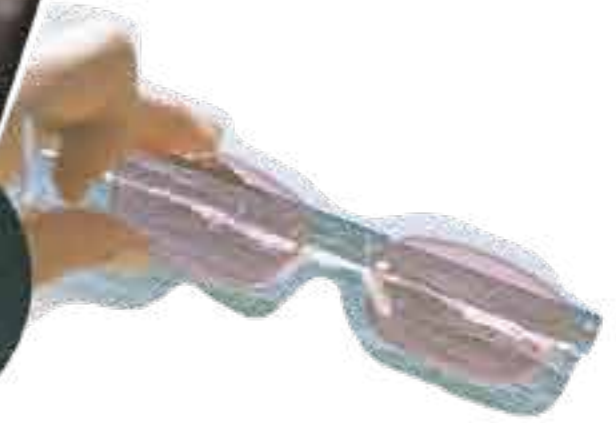


I studied and used
some of my paintings
and I needed from
photography that I had
of my hometown

my upbringing has been
strongly impacted by
living at the coast
and a majority of
my fond memories
of home are linked
to the seaside



transparent and layered



The seaside
trip is a favourite
among mums
A fun, comfortable
and carefree
experience



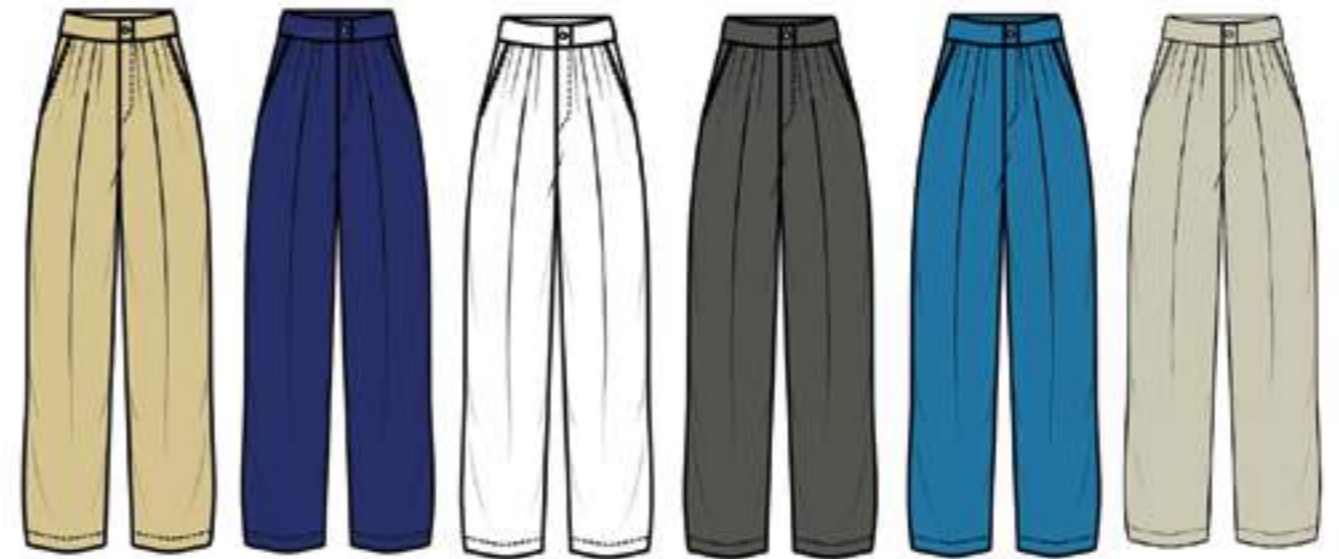
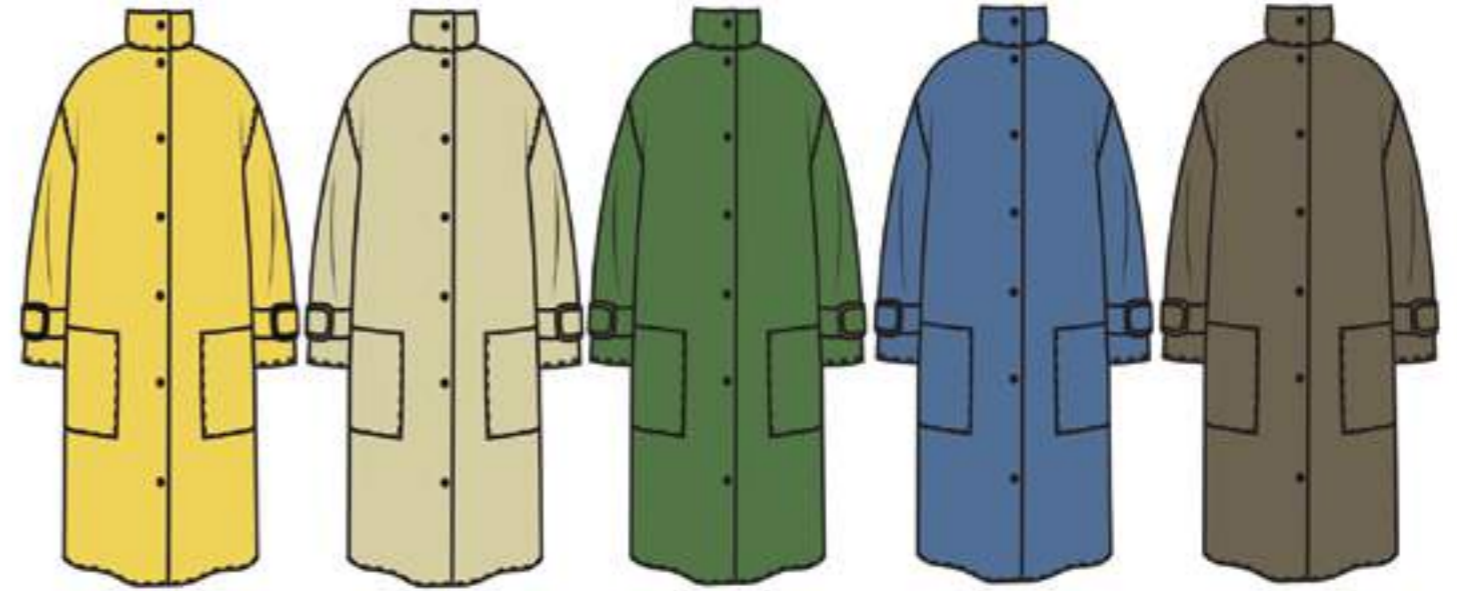
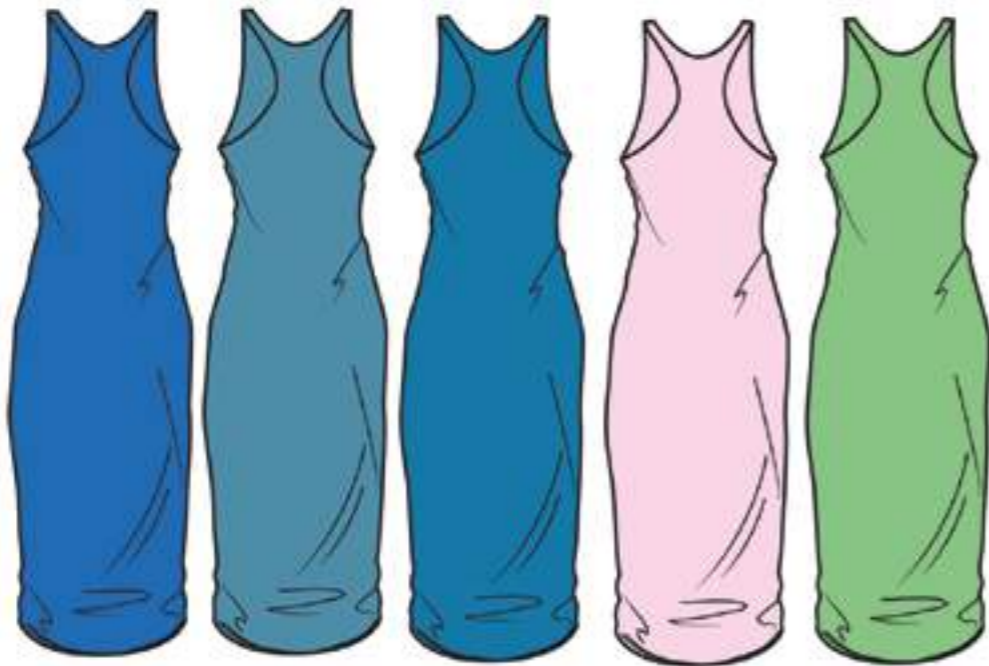
The only
been in recent
years, since
leaving kindergarten
that I have
began to
appreciate
and enjoy it



Swimwear
pieces

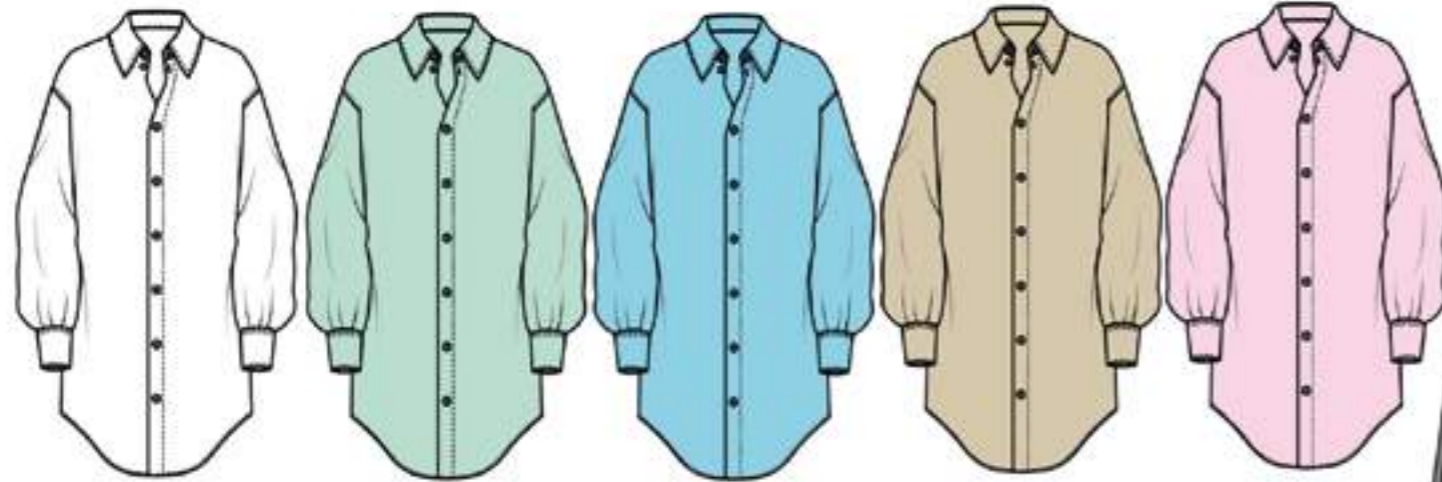


HOME AWAY FROM HOME - RANGE PLAN



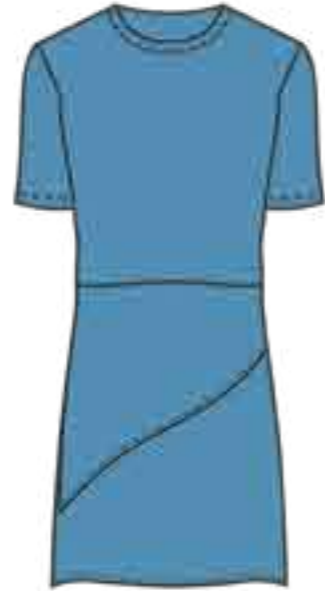
READY TO WEAR . RESORT COLLECTION . SPRING/SUMMER 2021

HOME AWAY FROM HOME - RANGE PLAN



READY TO WEAR . RESORT COLLECTION . SPRING/SUMMER 2021

HOME AWAY FROM HOME - DESIGN PACK



LAYERED MESH DRESS
IN MID BLUE



ONE SHOULDER, HIGH WASITED
BIKINI. THE BOTTOMS ARE IN A
SKY BLUE AND THE TOP IS
PRINTED WITH A DIGITISED
VERSION OF MY PAINTED SEASCAPE



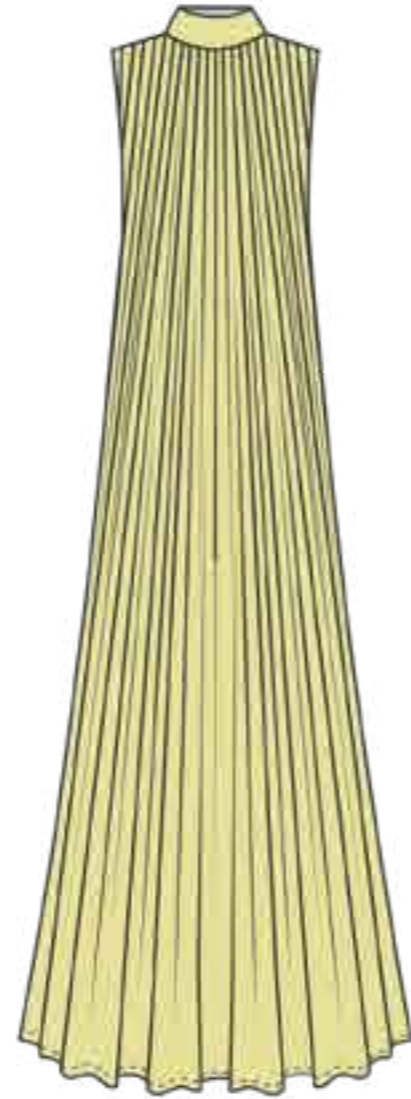
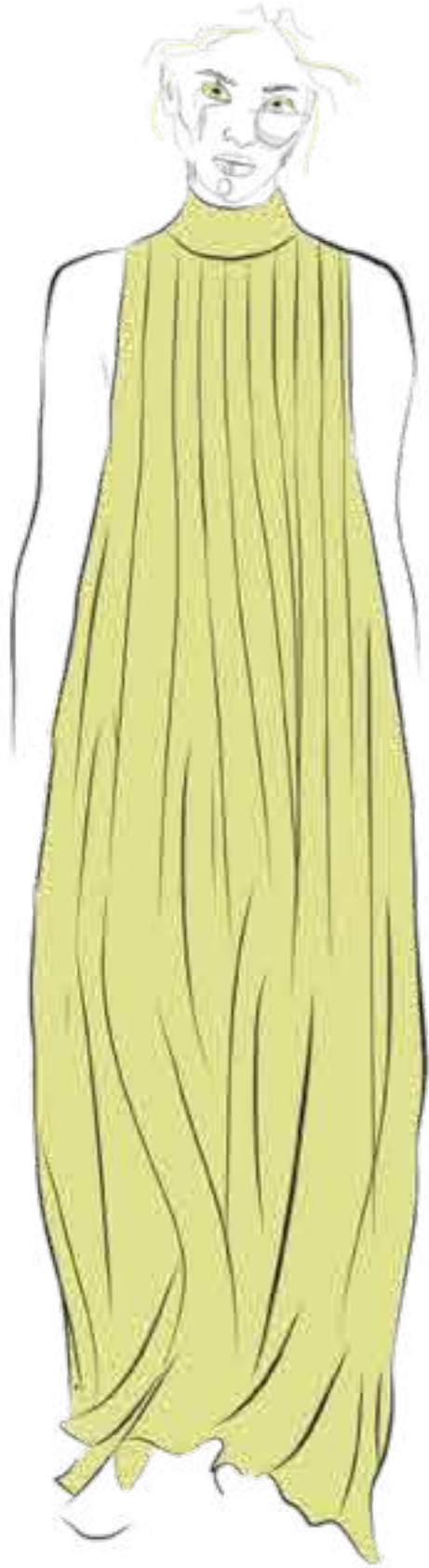
HIGH NECK SWIMSUIT PRINTED
WITH A DIGITISED VERSION OF
MY PAINTED SEASCAPE



BEIGE TAILORED TROUSERS
IN COTTON SUITING FABRIC

READY TO WEAR . RESORT COLLECTION . SPRING/SUMMER 2021

HOME AWAY FROM HOME - DESIGN PACK



CHIFFON, PLEATED DRESS IN ACID YELLOW



KHAKI GREEN RAINCOAT



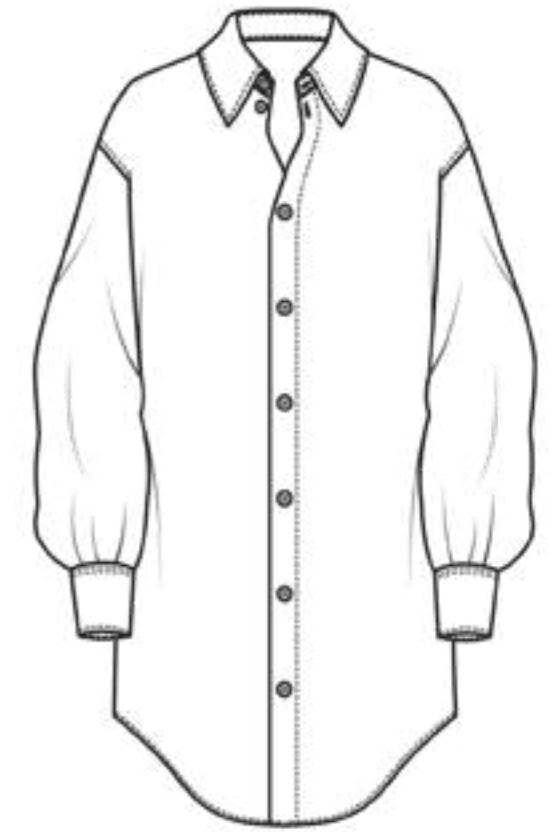
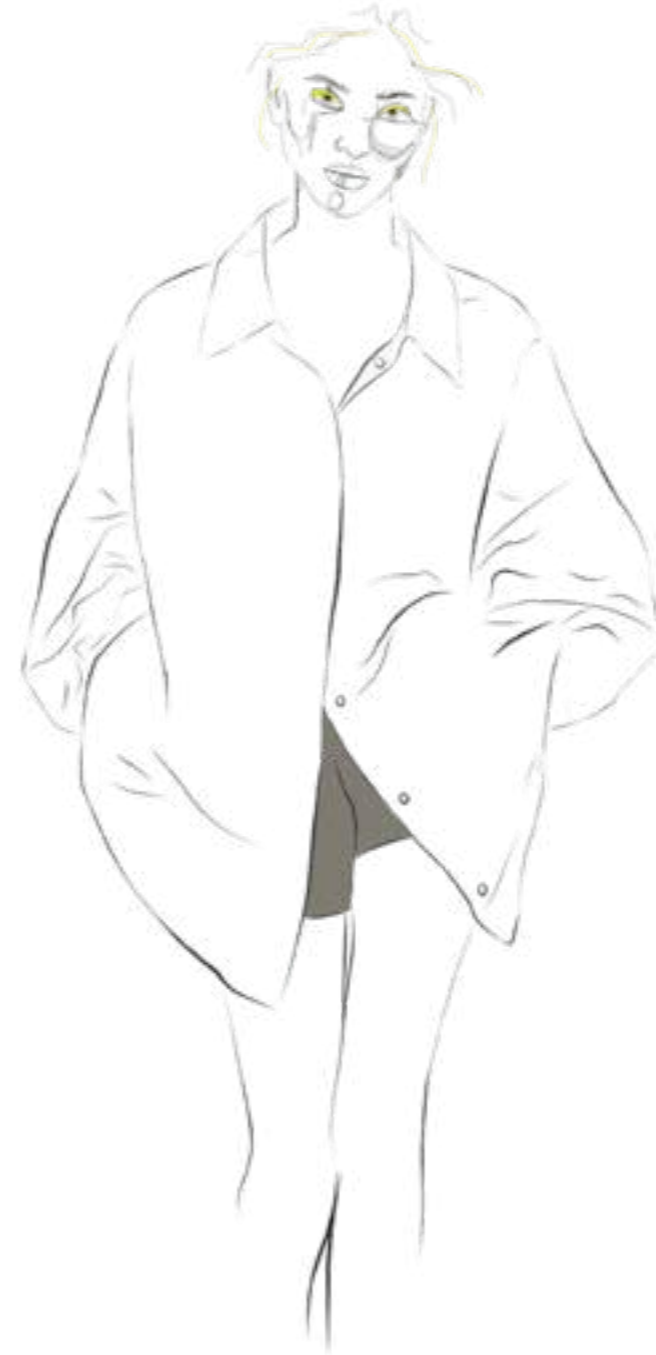
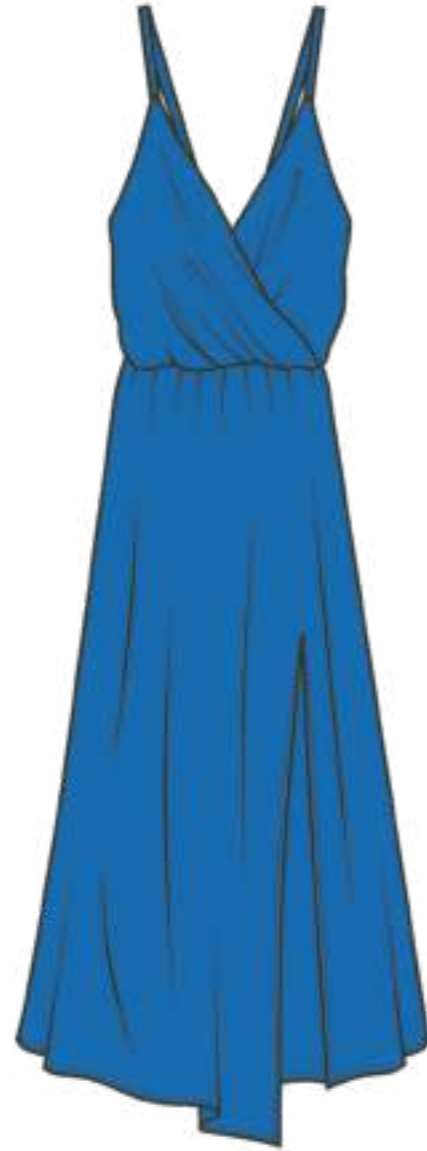
SHEER, MESH BEACH COVER UP

READY TO WEAR . RESORT COLLECTION . SPRING/SUMMER 2021

HOME AWAY FROM HOME - DESIGN PACK



BLUE WRAP DRESS IN SLINKY JERSEY



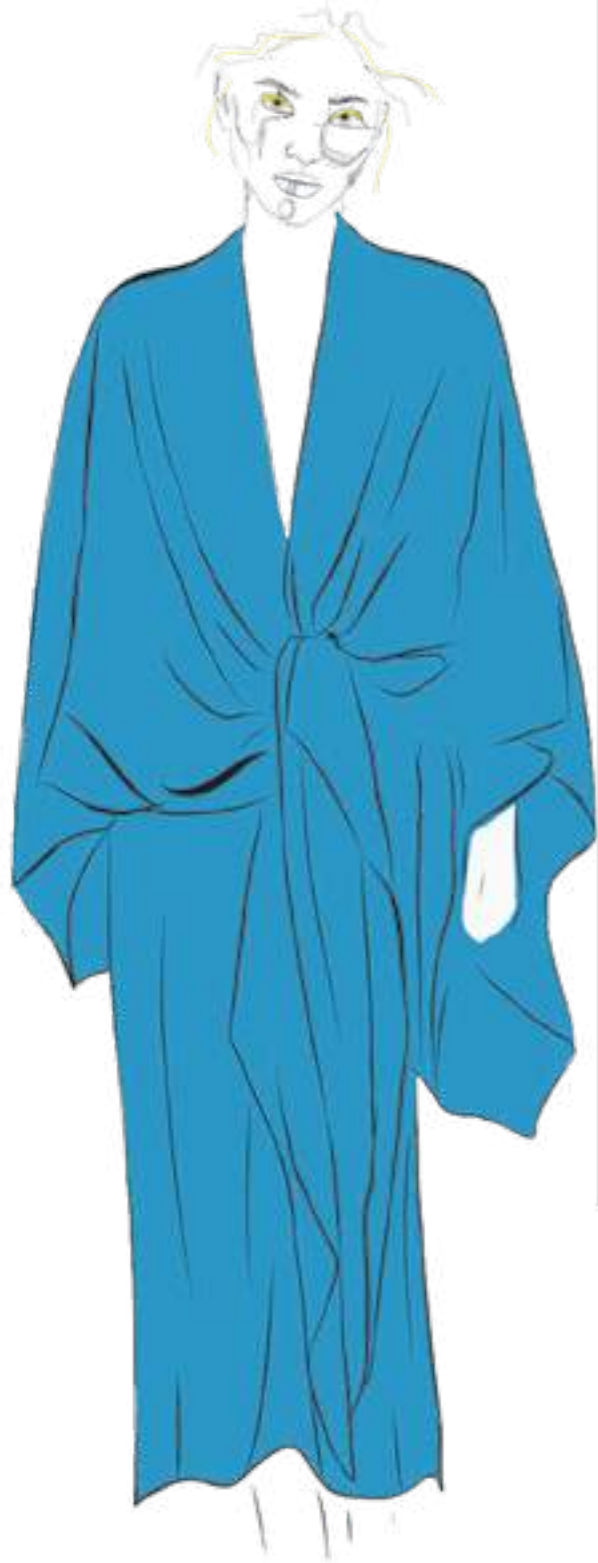
OVERSIZED WHITE SHIRT
IN COTTON POPLIN



BROWN TAILORED SHORTS
IN COTTON TWILL

READY TO WEAR . RESORT COLLECTION . SPRING/SUMMER 2021

HOME AWAY FROM HOME - DESIGN PACK



DRAPED BEACH DRESS IN A
LIGHT WEIGHT COTTON

READY TO WEAR . RESORT COLLECTION . SPRING/SUMMER 2021

HOME AWAY FROM HOME - LINE UP



READY TO WEAR . RESORT COLLECTION . SPRING/SUMMER 2021

/ / O F F T H E G R I D / /

MEGAN LONG

In a dystopian future where
we are living with no
education, medicine, internet
warmth and protection
In fear of more change

BACK



TO

SIMPLER

TIMES



ALL THESE
OPEN
WINDOWS,
BUT NO
FRESH AIR.

OFF THE GRID

FUCK THE SYSTEM

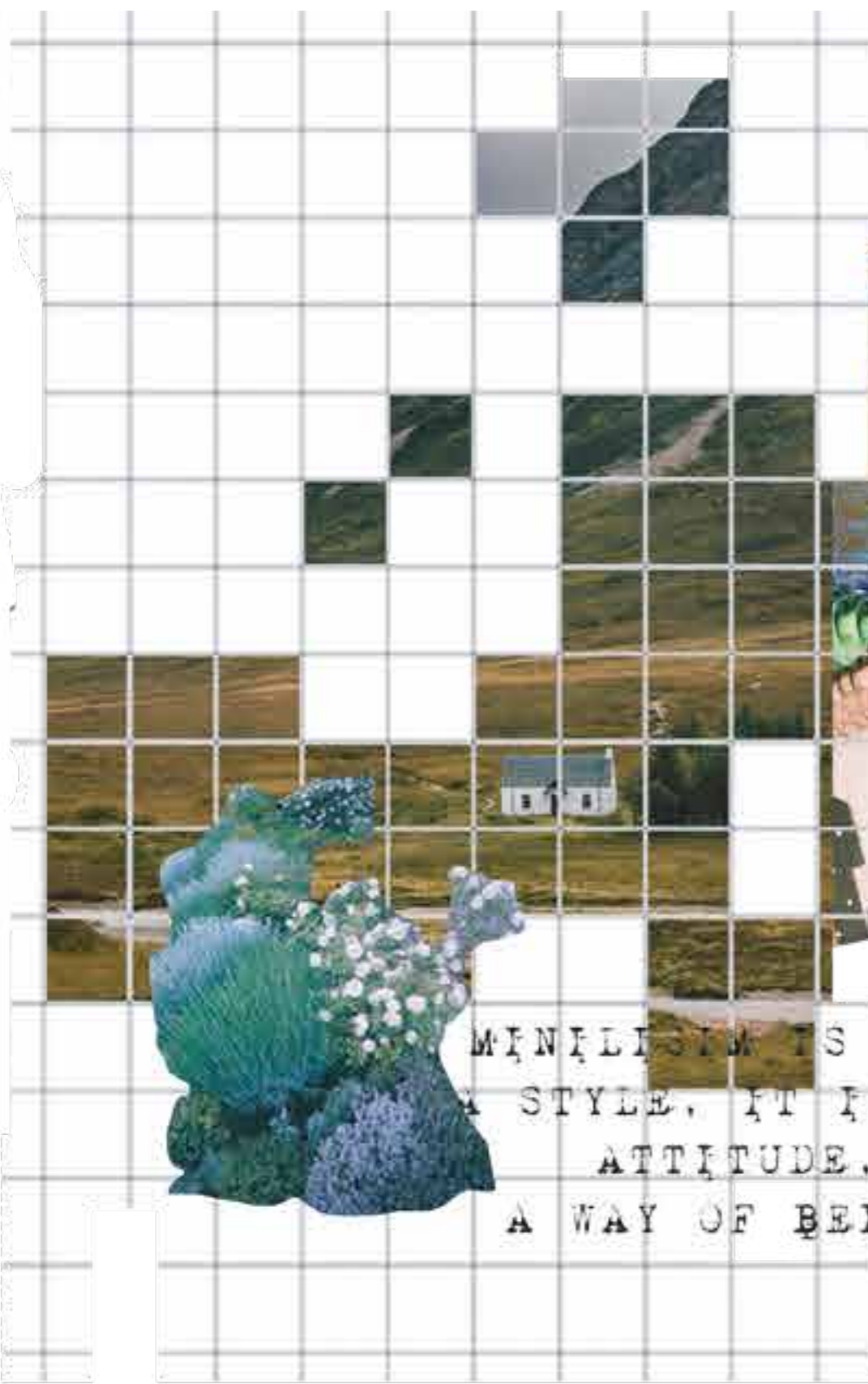


After recent world events,
like the pandemic and
the constant conspiracy
theories that circulate,
will people start to live
off the grid again?



CONSPIRACY THEORIES
AUTHORITY, CAN WE TRUST THEM?





MINIMALISM IS NOT
A STYLE. IT IS AN
ATTITUDE,
A WAY OF BEING.

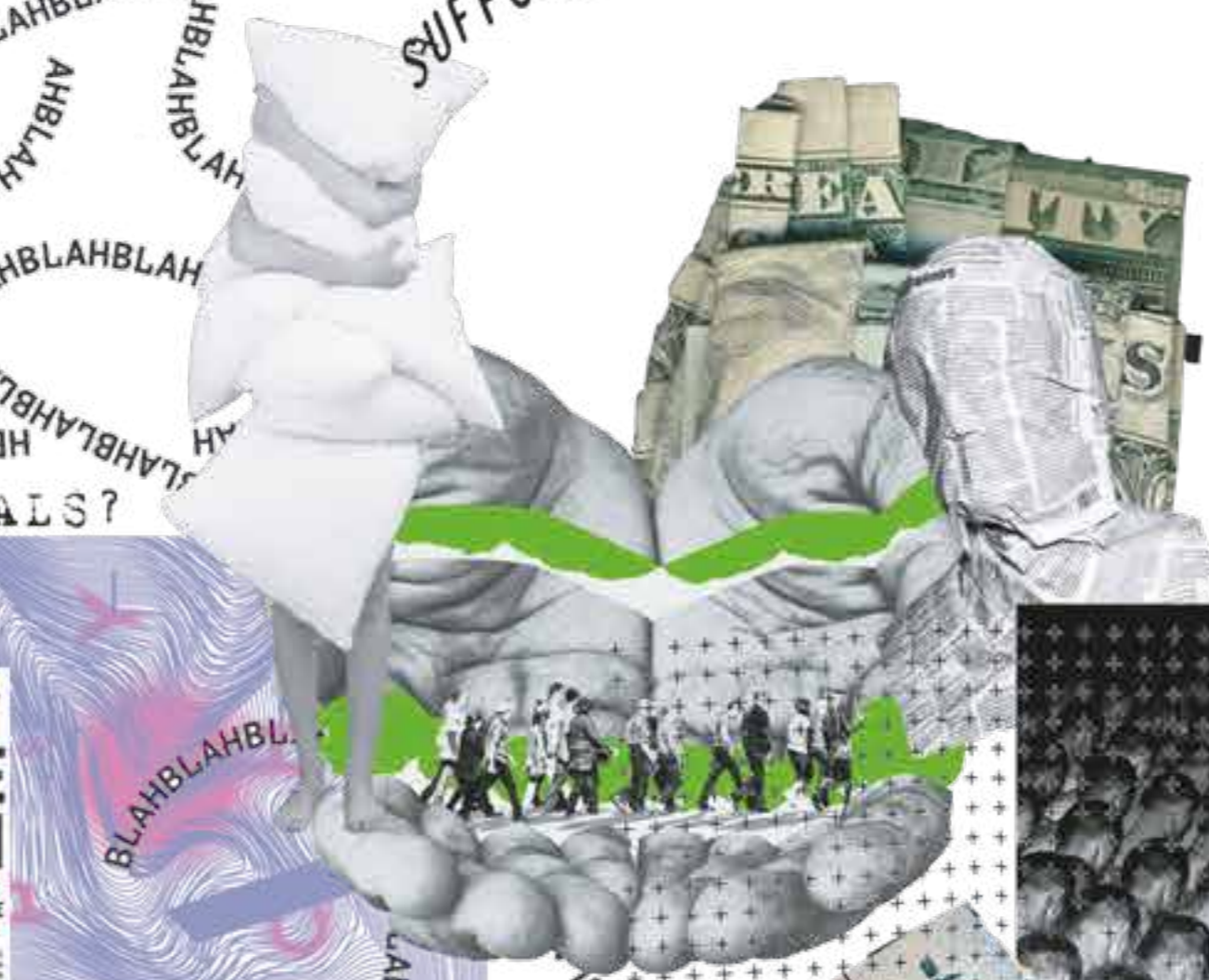


FRUSTRATION
ON THE RUN

and grew up in a normal
fundamentalist family in the 10's
they didn't believe in medicine
doctors or any progression of the
modern world he thought the
government was out to kill

DOES MONEY & POWER CORRUPT MORALS?

SUFFOCATED BY THE MEDIA



WAKE UP
AND SMELL THE
CORRUPTION





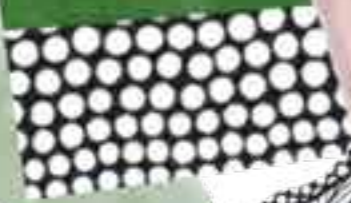
Stripped Identity



*genau
es macht mich
aufmerksam
auf meine
eigene
Identität
und wie
sie sich
verändert
kann
wenn
man
in
eine
neue
Umwelt
kommt
und
sich
an
etwas
Neues
anpassen
muss
und
sich
finden
kann
wenn
man
sich
von
etwas
Längem
trennen
muss
und
sich
auf
etwas
Neues
konzentrieren
kann
und
sich
auf
etwas
Neues
einlassen
kann
und
sich
auf
etwas
Neues
einlassen
kann*



HEAR BUT NOT SEE

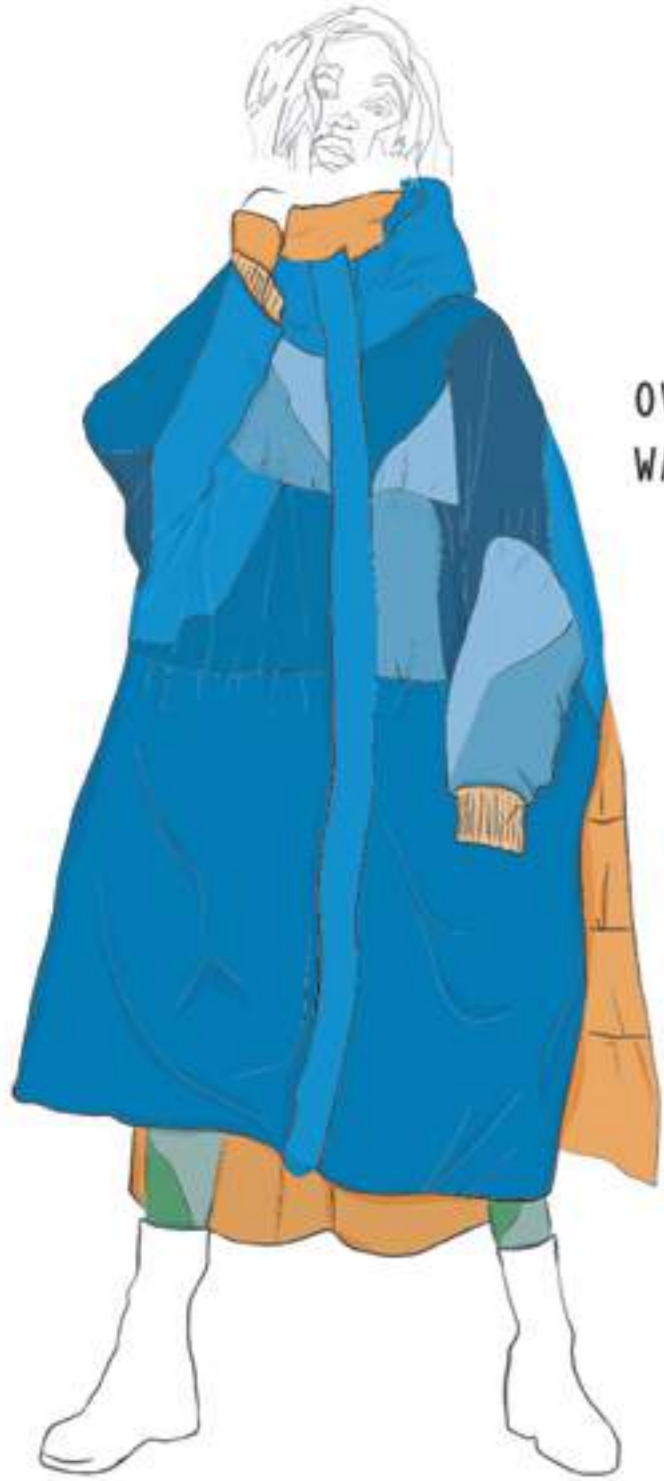


A WORLD WITH NO EDUCATION OR MEDICINE

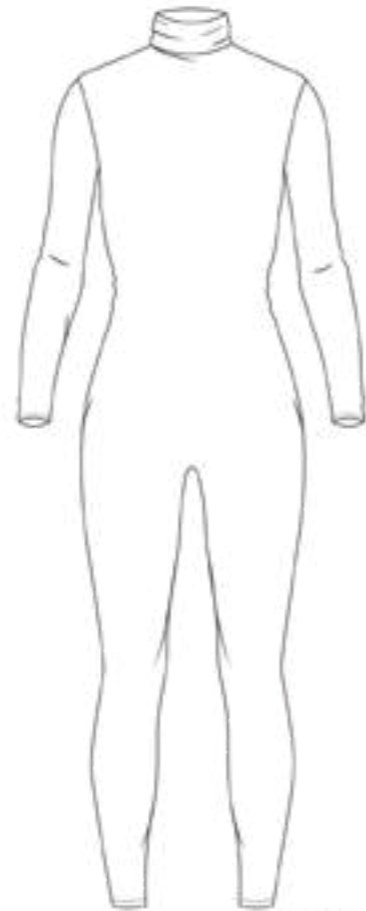


*Looking at a future where people
are going back to basics
and living off the grid
their main priorities are
warmth and protection.
This led me to design
an outdoor collection.*

// OFF THE GRID //



OVERSIZED,
WATERPROOF COAT



SPORTS, THERMAL
JUMPSUIT



CROPPED PARKA



LIGHTWEIGHT, SCOOP
NECK DRESS



SPORTS, THERMAL
JUMPSUIT



OUTERWEAR COLLECTION

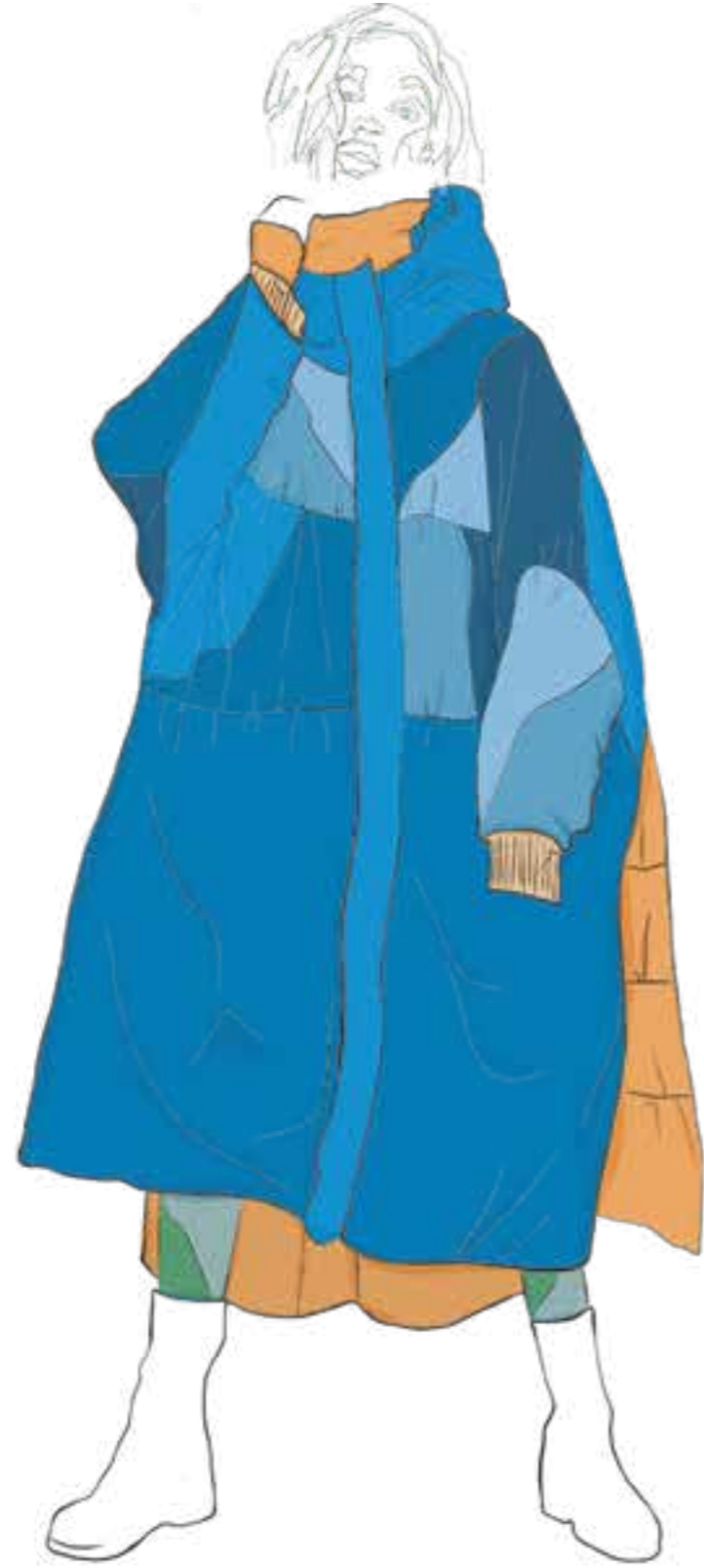


CROPPED GILLET

OVERSIZED,
WATERPROOF
OVERCOAT



OUTERWEAR COLLECTION



OUTERWEAR COLLECTION